

Latin America Surfactants Market Report and Forecast 2023-2028

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Report description:

Latin America Surfactants Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Latin America surfactants market reached a value of USD 4821.1 million in 2022. Aided by the increasing demand for surfactants across various industries, the market is expected to grow at a CAGR of 4.4% between 2023 and 2028 to reach a value of USD 6034.26 million by 2028.

Surfactants, also known as surface-active agents, are organic compounds that lower the surface tension of liquids and increase the solubility of substances. They are widely used in a range of applications, including detergents, personal care products, industrial and institutional cleaners, textiles, food and beverages, and oilfield chemicals. The growing demand for surfactants in these industries has fuelled the Latin America surfactants market growth.

The detergents and cleaners industry is one of the key drivers of the surfactants market in Latin America. With the rising awareness of hygiene and sanitation, there has been a growing demand for efficient cleaning products. Surfactants play a crucial role in the formulation of detergents and cleaners, as they enhance the cleaning performance by breaking down and removing dirt, grease, and stains.

The personal care industry is another significant contributor in the Latin America surfactants market expansion. Surfactants are used as thickeners, emulsifiers, foaming agents in various personal care products, including shampoos, body washes, and toothpaste. The increasing demand for personal care products in the region, driven by the rising disposable income and growing awareness of personal grooming, is expected to boost the surfactants market further.

The food and beverage industry also plays a vital role in the Latin America surfactants market development. Surfactants are used as emulsifiers, stabilisers, and dispersing agents in food processing, improving the texture and extending the shelf life of processed foods. The rising demand for processed and convenience foods in the region is anticipated to propel the growth of the surfactants market in Latin America.

Product innovations play a significant role in driving the growth of the surfactants market in Latin America. Manufacturers are constantly developing new surfactant formulations to cater to the evolving needs of various industries. These innovations are focused on enhancing the performance of surfactants, increasing their compatibility with other ingredients, and reducing their environmental impact. For instance, the development of new surfactant molecules that provide superior cleaning performance at

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lower concentrations is expected to drive the Latin America surfactants market growth.

Market Segmentation

The market can be divided based on type, end use, and country.

Market Breakup by Type

- Cationic Surfactants
- Anionic Surfactants
 - o□Linear Alkyl Benzene
 - o□Fatty Alcohol Ether Sulphate
 - o□Others
- Non-Ionic Surfactants
 - o□Fatty Alcohol Ethoxylate
 - o□Alkyl Phenol Ethoxylate
 - o□Others
- Amphoteric Surfactants
- Others

Market Breakup by End Use

- Household Detergents
- Personal Care
- Institutional and Industrial Cleaners
- Food Processing
- Oilfield Chemicals
- Agricultural Chemicals
- Textile
- Paints and Coatings
- Plastics
- Others

Market Breakup by Country

- Brazil
- Argentina
- Mexico
- Chile
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Latin America surfactants companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- BASF SE
- Stepan Company
- Evonik Industries AG
- The Dow Chemical Company
- Indorama Ventures Public Company Limited
- Others

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